

DECA Day

Need: Increase high school students', as our future business leaders, understanding of the operations of a working business

75 local DECA members took over Jack's place for the day and learned the basics of management, production, service, marketing, and finance first hand.



An ethical dilemma was presented creating the opportunity to make a business decision involving ethical behavior and understand the results.

Results: All students had an increased understanding of business skills

75% chose ethical behavior, but after discussion, 100% agreed they better understood the importance of ethical decisions in business

SIFE @ Bethel members introduced DECA members to the SIFE organization.



Criteria: 1,3,4



2nd Annual Ethics Forum

Need: With Ethics on the front page, students and community members were searching for answers about ethical behavior in business and politics.

Our BAB member, TN Rep. Mark Maddox led the 2nd annual forum with role plays, lively discussion and debates. We had over 100 students and community members in attendance; a 50% increase from last year.

Results: Participants left with an increased awareness of the working of ethics in business and politics.

SIFE @ Bethel members strengthened their connection with an important legislator and set up the 3rd annual forum.

Criteria: 5, 6

Bethel-SIFE Objectives for 2005-2006

- Develop 2 additional projects to teach community members about market economics and personal financial independence
- Maintain existing projects to continue to promote knowledge and understanding of free enterprise, market economics, and ethical business behavior
- Demonstrate high ethical standards in all interactions
- Expand membership in our SIFE team by 50%
- Establish a consistent revenue base to support our SIFE team
- Consistently involve members of our Business Advisory Board in SIFE activities
- Establish stronger relationships with community partners and add at least one new partner

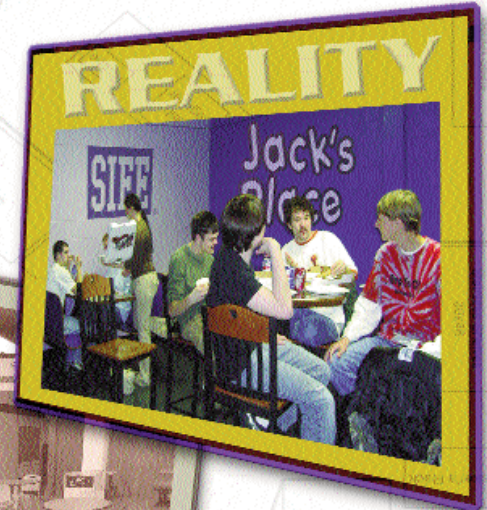
Projects	# of Participants	# of Team Members Involved	Team Member Hours Committed	2005-2006 Objectives	Judging Criteria
Jack's Place	4000	22	220	2,3,4,5,6	1,2,3,4,5,6
Bethel College Youth Festival	150	10	15	2,3,4,7	1,2,4,6
DECA Day	80	5	40	3,4,6	1,3,4,5,6
Breakfast Across Borders	199	5	415	2,3,7	1,2,5,6
2nd Annual Ethics Forum	100	6	55	3,6	5,6
Banking 101	100	4	25	3,6,7	1,2,4
Easter Seals	75	6	100	1,3,7	2,4,5
DHS	3	3	25	1,7	3,4,5
Pizza 4 Pig	100	5	10	2,3,7	3
SIFE Garden	25	8	15	2,3,5,6	3,4
Media Coverage	14	6	125	2,3,6	1,2,3,4,5,6
Fundraising	228	22	24	2,3,5,6	5,6
Nurturing Small Businesses	15	3	35	1,3,6,7	3,6
Totals	5089		1104		

Bethel-SIFE Objectives for 2006-2007

- Create more opportunities for Business Advisory Board involvement.
- To continue creating and guiding entrepreneurs with Jack's Place as well as expanding.
- Build on the success of Breakfast Across Borders and BAB Online.
- Fostering an even stronger connection with Easter Seals' clients to create economic opportunities.
- Increase our membership to 34 active SIFE @ Bethel members.
- Continue managing our projects to keep us a self-sustaining SIFE team.

SIFE @ BETHEL

BETHEL COLLEGE SIFE Annual Report 2005 - 2006



Innovation + Functionality
= Sustainable Success!

Our Mission:

To identify community needs & create innovative opportunities to educate the community through involvement in the Free Enterprise System.

2003

Nassar S. Nassar, PhD. - Sam Walton Fellow

Chief Financial Officer, Bethel College

Courtney P. Cole

Bethel-SIFE President



Innovation: Cashless Capitalism

Cash = Pizza Growing Entrepreneurs



Thus creating entrepreneurs out of student workers at Jack's Place.

Pizza = Pig Connecting Agriculture to Business through mutually beneficial bartering



Jack's Place

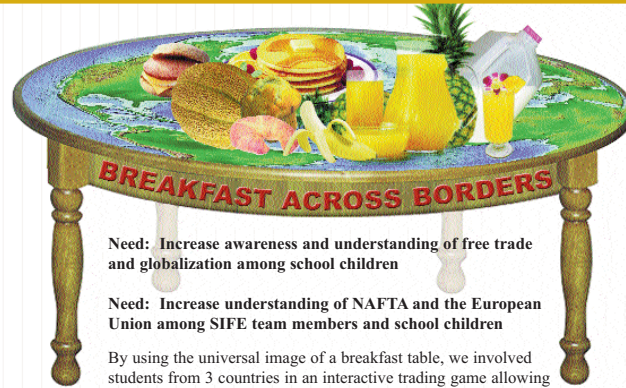
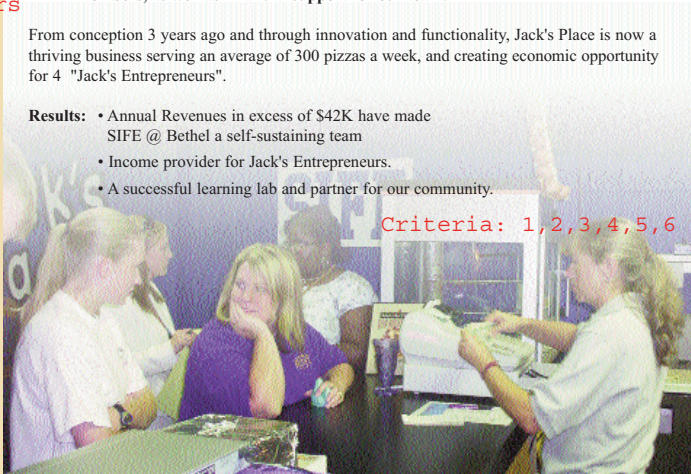
Need: An educational vehicle in which to teach our team and our community the essence of Free Enterprise through involvement in an actual working business.

Need: A means to create economic opportunity for our students and community members, as well as financial support for our team.

From conception 3 years ago and through innovation and functionality, Jack's Place is now a thriving business serving an average of 300 pizzas a week, and creating economic opportunity for 4 "Jack's Entrepreneurs".

- Results:**
- Annual Revenues in excess of \$42K have made SIFE @ Bethel a self-sustaining team
 - Income provider for Jack's Entrepreneurs.
 - A successful learning lab and partner for our community.

Criteria: 1,2,3,4,5,6



BREAKFAST ACROSS BORDERS

Need: Increase awareness and understanding of free trade and globalization among school children

Need: Increase understanding of NAFTA and the European Union among SIFE team members and school children

By using the universal image of a breakfast table, we involved students from 3 countries in an interactive trading game allowing them to experience the benefits of free trade first hand.

- Results:** 100% of all students agreed with the importance of free trade
- Further connections for expansion to reach Chile and Romania
 - Increased global awareness for our SIFE team

Next Phase: Breakfast Across Borders Online

Due to our project's success, we saw an opportunity to connect our classes from 5 different countries in an online trading exercise. We are developing Breakfast Across Borders Online now and plan to have it online by September of this year.

Criteria: 1,2,5,6



Mexico



The



McKenzie,



Criteria: 2,3,5

Need: An overlooked group of community members desired to learn about economic opportunity

We partnered with Easter Seals to offer training in personal financial skills and ethics to mentally handicapped adults to aid in their transition to financial independence.



Kristen, an Easter Seals client, was desperate for an opportunity to explore her financial freedom, so we are developing her into another Jack's Entrepreneur.

- Results:** The level of comprehension of business and financial concepts increased 63%
- Economic opportunity for Kristen
 - A strong community partnership

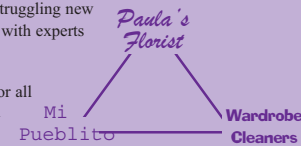


Nurturing Small Businesses Criteria: 3,6

Need: 80% failure rate of new businesses in our community.

Phase I We worked with 3 struggling new businesses and connected them with experts from our BAB.

Results: Increased awareness for all business owners of resources in their community, experts for guidance, and community sup-



Phase II Create a "Small Business Incubator" to work with new business from conception and provide them with resources to set them up for success.



SIFE@Bethel's president with our administrative support fo

About Our Community:

McKenzie, Tennessee, founded in 1867, is a rural community in the northwestern corner of the state. With a population of 5,200, McKenzie's economic base primarily rests on the agricultural and service sectors. Carroll County's unemployment rate is 11.2% and 80% of new businesses close within one year.



Media	Reach	Frequency	Gross Impressions
McKenzie Banner	6,000	8	48,000
The Jackson Sun	43,000	8	344,000
The Tennessee	231,000	2	462,000
Campus Posters	700	1	700
Dresden Enterprise	5,000	2	10,000
Lexington Progress	8,400	3	25,200
Weakley County Press	4,484	2	8,968

Media	Reach	Frequency	Gross Impressions
Union City Messenger	8,700	1	8,700
Commercial Appeal	216,191	1	216,191
BC Captions	19,200	1	19,200
Carroll County News Leader	5,100	2	10,200
Nashville Business Journal	40,000	1	40,000
Venus Radio	30,000	5	150,000
TOTAL	694,375	34	1,343,159

SIFE@Bethel's Business Advisory Board:

- | | |
|---|--|
| Joel Washburn
-Editor/Owner McKenzie Banner Newspaper | Walter Winchester
-Mayor of McKenzie |
| Brad Hurley
-President of Carroll Co. Chamber of Commerce | Mark Maddox
-Tennessee State Representative |
| Mark Warren
-VP of Carroll Bank & Trust | Roger Birden
-Partner F & L Promotions |
| Mike Kelley
-Technical Director of Bio-Aeration, Inc. | Sandi Roditis
-Stafford Real Estate |
| Jim Ward
-Superintendent of McKenzie School District | Ron Acree
-TN Small Business Development Centers |